



FRANKFURTER
BUCHMESSE

16 – 20 OCTOBER 2024
GUEST OF HONOUR ITALY

Literary Agents & Scouts Centre (LitAg) Prices & Details 2024

Fair Presence

Digital Presence

Important dates: Early Bird deadline: 12 January 2024,
Official deadline: 31 January 2024

Your option: buchmesse.de/en/litag

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Fair Presence

Prices

Prices excl. VAT

	Early Bird discount until 12/01/2024	Standard
Booking fee per agency (incl. 1 participant)	€ 1,310	€ 1,350
Additional table (incl. 1 participant)	€ 1,310	€ 1,350

The prices for booking a table in the Literary Agents & Scouts Centre (LitAg) are package prices and include the **↗ Obligatory fees**.

Additional elements bookable

A maximum of one wall element per table can be booked.

Graphic wall (H x W: 2 m x 1 m)	€ 605
Shelving unit (H x W: 2 m x 1 m) with four book shelves	€ 183





Fair Presence

Basic features

Booking a table in the Literary Agents & Scouts Centre (LitAg) will give you the following services:

- A table, four chairs, lockable bench cabinet, coat hook and power connection (incl. socket)
- Company sign
- Wifi internet access
- Admission Pass (agent ticket)
- Admission control – access only for guests with an appointment
- Digital Presence BASIC

The platform for the Exhibitor Directory and the Calendar of Events will be newly developed and expanded to include numerous digital services. This will allow an optimal presence and ideal networking within the international media industry – before, during, and after the fair.

➤ Digital Presence





New: Digital Presence

Services and Prices

Prices excl. VAT

The Digital Presence creates an optimal presence for your company and ideal networking opportunities – before, during and after the trade fair.

Service	Gain	PLUS € 950	Pro € 600	Eco € 400	BASIC € 0
Company Profile	Visible to all platform users	✓	✓	✓	✓
Events/Sessions	Promotion of activities during the fair and beyond: the book industry's Events Calendar	✓	✓	✓	✓
Word of Mouth	Endorsement marketing for your company profile, your products, service range, and events	✓	✓	✓	✓
Entry for team members	Introducing your team members plus the option of appointment booking	✓	✓	✓	✓
Number of admins	Administrative authorisation for entry editing	un-limited	15	10	3
Access to views and usage	Overview of interaction with your entries and access to user contact details	✓	✓	✓	✗
Product/ Programme presentation	Presentation of your range of services, programme highlights, publishing focus, authors, or selected titles (e.g. with videos)	un-limited	25	10	✗
Badge Scan	Scan function of your visitors' badges, with data transmission	✓	✓	✓	✗
Video calls	Appointments schedule and video calls with customers, directly via the platform	✓	✓	✗	✗
Upload for marketing materials	Upload for previews, video and audio content, and other materials.	un-limited	15	✗	✗
Premium Profile	Extended profile design options: background and header image, additional videos	✓	✓	✗	✗
Top of the list	Search results shown as Top of the List	✓	✗	✗	✗
Logo in online hall plan	Company logo in online hall plan	✓	✗	✗	✗
Banner (Web & App)	Company logo in online hall plan	✓	✗	✗	✗
Pop-up profile banner	Pop-up banner placement on your profile and product pages	✓	✗	✗	✗



Obligatory fees

Prices and services

Prices excl. VAT

Environmental and energy fee

Covers the following services:

- Environmentally friendly waste disposal
- Basic cleaning on an eco-friendly basis
- Electricity connection (1 kW), incl. consumption (green electricity)
- Hall lighting and air conditioning

Price per sqm

€ 8.50/sqm

Communications fee

Exhibitors enjoy great media presence and reach on the key online and print channels through the following activities of Frankfurter Buchmesse:

- Targeted digital marketing: e-Mail-, SEO and performance measures, high-performance social media activities, regular newsletters, the Frankfurter Buchmesse App and website.
- Classic advertising: intensive international press activities and media cooperations, advertisement placement, effective presence through posters and other advertising spaces.

For stands up to 8 sqm

€ 169

For stands > 8 sqm

€ 399



Book Fair Year 2024

Your timetable

2023	Beginning of December: Start of registration for #fbm24
January 2024	12/01/2024: Early Bird deadline 31/01/2024: Official registration deadline Start of process table allocation
April	New information on the Digital Presence
June	Plan your events, travel arrangements, and accommodation for the fair. Arrange business appointments.
July	Announcement of table numbers. Use the ↗ Digital Presence to showcase your company and pick a suitable upgrade package. Opening of the Ticket Portals: Create your agent tickets und send out Tuesday Tickets to your guests in the LitAg on the Tuesday of the fair.
August	Make sure your entry in the Digital Presence is complete: customers plan their fair schedules around present agencies and exhibitors. Find out about digital networking events in the run-up to the fair.
September	Save some time in your diary: for the conferencing programme and trade events.
October	16 – 20 October 2024: See you in Frankfurt!

Please note our mailings informing you of upcoming deadlines and available products; on fair preparations and services to promote your fair presence beyond October and beyond Frankfurt.